

**REMARKS**

The Final Office Action mailed May 31, 2006, has been carefully considered. Reconsideration in view of the following remarks is respectfully requested.

**Claim Rejections under 35 U.S.C. § 101**

Claims 11-13 stand rejected under 35 U.S.C. § 101 as allegedly being directed to non-statutory subject matter.

**Rejection(s) Under 35 U.S.C. § 102**

Claims 1-13 stand rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by Khoo (U.S. Pat. No. 6,434,747; hereinafter, "Khoo"). Applicants respectfully traverse.

In accordance with the invention as recited in claims 1, 7, 8, 10 and 11, which are all the pending independent claims, there is generated a distribution list including a link name, and a link list that is a correspondence list between the link name and a video data file name corresponding to the link name. Further, the video data file name in the link list is updated to another video data file name depending on distribution conditions. In contrast, in Khoo, personalized data input by a user is transferred to a server via a client. The server matches the personalized data with entire content media and entire advertising media, and generates a customized media list based on content media and advertising media, the properties of which match the personalized data. The client receives the customized media list from the server, obtains a customized content and a customized advertising based on the customized media list, and displays the obtained customized content and customized advertising on a television. (See for example column 4, lines 52-53 and lines 56-65, column 4, line 67 to column 5, line 2, column 5, lines 32-39 and lines 44-45, column 6, lines 43-48 and lines 52-58, column 7, lines 18-26,

lines 40-44, and lines 49-53, and FIG. 6). Khoo fails to disclose or suggest the limitations of the present invention as described above. More specifically, the customized media list of Khoo is similar to a conventional distribution list which directly designates locations in which contents and advertising are stored, which correspond to video data files. Khoo fails to disclose or suggest the distribution list of the present invention which includes a link name rather than a video data file name itself. Khoo also fails to disclose or suggest the technical idea of the present invention which relates the distribution list and the link list to each other through a link name by employing the link list which includes a correspondence between the link name that is similar to that included in the distribution list and the video file name corresponding to the link name.

With respect to the distribution list of the present invention addressed in the Office Action for example on page 4, the last line to page 5, line 4, attention is respectfully directed to column 6, lines 52-64 of Khoo, including the portion pointed out by the Examiner, which merely discloses that: a media transport service module 325 is located on a server 225 to retrieve customized media based on a customized media list 226; the media transport service module 325 communicates with entire content media 210 and entire advertising media 215 to deliver customized media to a user; databases including the entire content media 210, the entire advertising media 215, and personalized data may be located on remote locations that can be retrieved by the server 225, instead of storing the databases on a server storage medium 205.

Therefore, Khoo merely discloses that the server 225 performs the process of obtaining the customized media based on the customized media list (column 5, lines 32-36) on behalf of the client. As explained in column 9, lines 39-42 of Khoo, the customized media list represents a customized content contained in the entire content media and a customized advertising contained in the entire advertising media 215. Thus, the customized media list 226 includes file names of contents in the entire content media 210 and advertisings in the entire advertising media 215 to thereby directly designate these files. Khoo does not disclose the distribution list of the present invention which includes the link name linked to video data.

With respect to the link list of the present invention, addressed in the Office Action on page 5, second paragraph, it is respectfully submitted that the list pointed out by the Examiner is the customized media list. The present invention includes two kinds of lists, that is, the distribution list and the link list; nevertheless the Examiner cites the same customized media list for these two kinds of list, and such an interpretation is inappropriate. The customized media list of Khoo merely designates customized media, and it is different from the link list of the present invention which includes the link name similar to that included in the distribution list and the video data file name corresponding to this link name.

With respect to the link list updating device of the present invention, addressed in the Office Action on page 5, the last paragraph, it is respectfully pointed out that the portion pointed out by the Examiner merely discloses that a customized media list is generated based on personalized data 241 arrived at a server 225, and makes no mention to the updating of a list as asserted by the Examiner. Moreover, even if the portion of Khoo pointed out by the Examiner suggested the updating of a list, Khoo merely suggests the replacement of the entirety of a list similar to a conventional distribution list. Unlike the present invention, Khoo fails to disclose or suggest the updating of only the video data file name in the link list which includes the link name and the video data file name.

### **Conclusion**

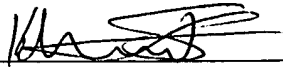
In view of the preceding discussion, Applicants respectfully urge that the claims of the present application define patentable subject matter and should be passed to allowance.

If the Examiner believes that a telephone call would help advance prosecution of the present invention, the Examiner is kindly invited to call the undersigned attorney at the number below.

Please charge any additional required fees, including those necessary to obtain extensions of time to render timely the filing of the instant Amendment and/or Reply to Office Action, or credit any overpayment not otherwise credited, to our deposit account no. 50-1698.

Respectfully submitted,  
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